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ATTACHMENT: Listing of all pending claims

1. (Currently amended) A method, comprising:
 - a) at a portal to an enclosure, receiving an identity signal from a transponder;
 - b) locating an account, based on the identity signal;
 - and
 - c) creating a change in the account, prior to any purchase by a party identified by the identity signal.
2. (Original) Method according to claim 1, wherein the transponder is carried by a person.
3. (Original) Method according to claim 2, wherein the change in the account is beneficial to the person.
4. (Original) Method according to claim 1, wherein the identity signal is invisible to third parties.
5. (Original) Method according to claim 2, wherein no social interaction with the person accompanies locating the account.
6. (Currently amended) A method, comprising:

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- a) at a portal to an enclosure, receiving an identity signal from a transponder carried by a person; and
- b) issuing an award to a party identified by the identity signal without occurrence of a purchase by the party.

7. (Original) Method according to claim 6, wherein the party identified is identical to the person.

8. (Original) Method according to claim 6, wherein the award is accompanied by no social interaction with the person at the time the identity signal is received from the transponder.

9. (Original) A method, comprising:

- a) maintaining a score of bonus points for a customer;
- b) detecting entry of the customer through a portal; and
- c) in response to the entry, increasing the score.

10. (Original) Method according to claim 9, wherein the step of detecting entry is accomplished with no social interaction with the customer.

11. (Original) Method, comprising:

- a) at a portal to an enclosure, receiving an identity

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signal from a transponder associated with a person; and
b) in response to the identify signal, transmitting a message to a location which is accessible by the person.

12. (Original) Method according to claim 11, wherein the message comprises an e-mail message addressed to the person.

13. (Original) Method according to claim 11, wherein the message comprises data transmitted to a third party which results in modification of a monetary account of the person.

14. (Currently amended) A system, comprising:
a) means for receiving an identity signal from a transponder at a portal to an enclosure;
b) means for locating an account, based on the identity signal; and
c) means for creating a change in the account, in absence of a monetary transaction involving the account.

15. (Original) System according to claim 14, wherein the transponder is carried by a person.

16. (Original) System according to claim 15, wherein the change in the account is beneficial to the person.

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17. (Original) System according to claim 14, wherein the identity signal is invisible to third parties.

18. (Original) System according to claim 15, wherein no social interaction with the person accompanies locating the account.

19. (Currently amended) A system, comprising:

- a) means for receiving an identity signal from a transponder carried by a person at a portal to an enclosure; and
- b) means for issuing an award to a party identified by the identity signal, in absence of a purchase made by the person.

20. (Original) System according to claim 19, wherein the party identified is identical to the person.

21. (Original) System according to claim 19, wherein the award is accompanied by no social interaction with the person at the time the identity signal is received from the transponder.

22. (Original) A system, comprising:

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- a) means for maintaining a score of bonus points for a customer;
- b) means for detecting entry of the customer through a portal; and
- c) means for increasing the score, in response to the entry.

23. (Original) System according to claim 22, wherein the step of detecting entry is accomplished with no social interaction with the customer.

24. (Original) A system, comprising:

- a) means for receiving an identity signal from a transponder associated with a person at a portal to an enclosure; and
- b) means for transmitting a message, in response to the identity signal, to a location which is accessible by the person.

25. (Original) System according to claim 24, wherein the message comprises an e-mail message addressed to the person.

26. (Original) System according to claim 24, wherein the message comprises data transmitted to a third party which results

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in modification of a monetary account of the person.

27. (New) Method according to claim 25, wherein the process of detecting entry comprises using a non-contact detector which detects a transponder carried by the customer.

28. (New) Method according to claim 9, wherein increasing the score is done without detecting a purchase by the customer.

29. (New) Method according to claim 11, wherein the message is transmitted without detecting a purchase.

30. (New) Method according to claim 19, wherein the means for issuing issues the award without detecting a purchase by the person.

31. (New) A method, comprising:

- a) maintaining an account of bonus points allocated to a person;
- b) using a non-contact system to detect entry of the person to a mercantile establishment;
- c) increasing bonus points in the account, based on the detected entry, and without regard to purchases made by the person.